

FOCUSED LEAD GENERATION
CAMPAIGN REVEALED UNIQUE
BUSINESS OPPORTUNITIES



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THE CLIENT

Xplus is a leading European provider of integrated IT systems in various industries and a Microsoft Dynamics Inner Circle Member. The specialists' team have expertise in implementing, maintaining, but also developing IT Systems. They have also developed innovative and copyrighted products, like Executive Automats, a fully automated Dynamics AX testing, optimization, and training solution.

CHALLENGES

- The client needed to quickly increase awareness for Executive Automats, their copyrighted product. The product was well built and developed, the competition was very low, as it is a revolutionary and niche product.
- The biggest challenge was to let people know that this product exists and make them understand how could it help them.
- As the product was only for Microsoft Dynamics AX users, or Microsoft Dynamics AX implementers, another challenge was represented of identifying the companies that fit this profile. So they needed to see new business opportunities and also new channels for generating new leads.

SOLUTIONS

The strategy focused on outbound lead generation as the most effective way to identify business opportunities for the client. We have built the most suitable custom profiles and first identified in which geographical area we can find more companies that fit our target. The main actions followed during this project. This covered several tactics and channels:

- List building from specialized communities in forums
- LinkedIn - update account for one representative from Xplus
- Integrated several tactics and channels: - emailing campaigns, LinkedIn personalized messages



- LinkedIn sponsored campaigns for promoting webinars with demo of the product
- Special campaigns for targeted events - to announce the Xplus participation with a boot, and also establish one to one meetings

RESULTS

After a collaboration for 6 months, NNC' s marketing activities generated for the client:

- 45 open opportunities generated with potential clients
- 12 calls/demos of the product open business opportunities with companies and decision makers interested
- A comprehensive database that they can use for further lead nurturing.
- Over 300 new LinkedIn connections
- Awareness and visibility at industry events

Testimonial

“From the beginning of our collaboration, I was sure that the people at NNC know precisely what they are doing and this proved to be right during the development of our project. I had the feeling that the market was ready for our product and NNC helped us to get awareness and reach the most suitable market for this kind of product.”

Jacob Davis, International Products and Services Manager, Xplus

